

**WHAT IS CLAIMED IS:**

1. A rinse-off hair coloring/conditioning composition, comprising:
  - a.) from about 0.1% to about 10% by weight of water-soluble dye materials comprising a member selected from the group consisting of anionic dye, nonionic dye, and mixtures thereof;
  - b.) from about 0.5 % to about 20% by weight of conditioning materials comprising cationic surfactant; and
  - c.) from about 70% to about 99.4% by weight of water;said water-soluble dye materials being concentrated in a dispersed phase of liquid emulsion droplets dispersed within a continuous aqueous phase; wherein said dye materials are concentrated within said droplets to the extent that the intensity of the color imparted by the dye materials to the droplets is greater than the intensity of the color imparted by the dye materials to the continuous aqueous phase.
2. A rinse-off hair coloring/conditioning composition according to Claim 1, wherein the average size of said liquid emulsion droplets are between about 0.05 $\mu$ m and about 100 $\mu$ m in diameter.
3. A rinse-off hair coloring/conditioning composition according to Claim 1, wherein said water-soluble dye materials are present at a concentration of from about 0.2% to about 5% by weight.
4. A rinse-off hair coloring/conditioning composition according to Claim 1, wherein said conditioning materials are present at a concentration of from about 1% to about 10% by weight.
5. A rinse-off hair coloring/conditioning composition according to Claim 1, wherein said conditioning materials and said water-soluble dye materials interact to form the dispersed liquid phase in which said water-soluble dye materials are concentrated.
6. A rinse-off hair coloring/conditioning composition according to Claim 1, wherein said cationic surfactant conditioning materials consist of quaternary ammonium surfactants.
7. A rinse-off hair coloring/conditioning composition according to Claim 6, wherein said quaternary ammonium surfactant is selected from the group comprising of: methyl bis(2-hydroxyethyl) coco-ammonium chloride, methyl bis(2-hydroxyethyl) tallow ammonium chloride, methyl bis(2-hydroxyethyl) oleyl ammonium chloride, cocomethyl bis(2-

hydroxyethyl) ammonium chloride, methyl bis(oleylamidoethyl) 2-hydroxyethyl ammonium methyl sulfate, dilauryl acetyl dimonium chloride, hydroxycetyl hydroxyethyl dimonium chloride, cetyl trimonium chloride, and isostearamidopropyl laurylacetodimonium chloride and mixtures thereof.

8. A rinse-off hair coloring/conditioning composition according to Claim 5, wherein said water-soluble dye materials consists of direct dyes.
9. A rinse-off hair coloring/conditioning composition according to Claim 8, wherein said direct dyes are anionic.
10. A rinse-off hair coloring/conditioning composition according to Claim 6 further comprising a fatty alcohol gel network.
11. A rinse-off hair coloring/conditioning composition according to Claim 1, wherein said conditioning materials form a separated liquid phase and said water-soluble dye preferentially partitions into this separated aqueous phase, such that, microscopically, the color is more intense in dispersed droplets than in a continuous aqueous phase.
12. A rinse-off hair coloring/conditioning composition according to Claim 1 further comprising non-cationic conditioning agents.
13. A rinse-off hair coloring/conditioning composition according to Claim 12 wherein said non-cationic agents are silicones.
14. A rinse-off hair coloring/conditioning composition according to Claim 1 additionally comprising a member selected from the group consisting of styling agents, perfumes, preservatives, non-cationic anti-static agents, polyethylene glycol, suspending agents, anti-dandruff agents, viscosity adjusting agents and thickeners, pH adjusting agents, anti-microbial agents, anti-oxidants, diluents, pearlescent aids, scalp senates, topical anesthetics, proteins, skin active agents, sunscreens, humectants, vitamins, pediculocides, and mixtures thereof.
15. A method of coloring and conditioning hair, comprising:
  - a) wetting said hair with water;
  - b) applying to said hair an effective amount of a coloring/ conditioning composition according to Claim 1; and
  - c) rinsing said coloring/conditioning composition from said hair using water.

16. A rinse-off hair coloring/conditioning composition according to Claim 1, wherein said conditioning materials form a separated aqueous phase and said water-soluble dye preferentially partitions into this separated aqueous phase, such that, microscopically, the color is more intense in dispersed droplets than in a continuous aqueous phase.